

WHAT IS CLAIMED:

1. A soap product comprising:
 - (a) a dispenser comprising a liquid retaining container and a foam dispenser head;
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 - (b) liquid soap present in the container, the foam dispenser head fluidly connected to the liquid soap.
- 10 2. The soap product according to claim 1, wherein the soap comprises non-volatile matter consisting essentially of alkali salts of free fatty acids.
3. The soap product according to claim 2, wherein the alkali salts are selected from the group consisting of sodium, potassium, magnesium, and mixtures thereof.
- 15 4. The soap product according to claim 2, wherein the soap comprises a mixture of concentrated soap and water.
5. The soap product according to claim 4, wherein the mixture of concentrated soap and water comprises 1:1 to 1:10 concentrated soap:water.
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6. The soap product according to claim 4, wherein the concentrated soap comprises at least 50 wt-% alkali salts.
7. The soap product according to claim 6, wherein the concentrated soap comprises at least 75 wt-% alkali salts.
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8. The soap product according to claim 4, wherein the concentrated soap comprises at least 10 wt-% solids.

9. The soap product according to claim 8, wherein the concentrated soap comprises at least 20 wt-% solids.
10. The soap product according to claim 2, the soap further comprising at least one of an antioxidants, a water softening agents, a preservative, a solubilizers, a dye, a fragrance, or a pH modifier.
11. A method of dispensing a soap product, the method comprising:
- (a) providing a concentrated soap;
 - (b) diluting the soap with water to form a diluted soap; and
 - (c) dispensing the diluted soap from a dispenser with air to create a foam.
12. The method according to claim 11, wherein the step of diluting the soap with water to form a diluted soap is done before the step of dispensing the diluted soap from a dispenser with air to create a foam.
13. The method according to claim 11, wherein the step of dispensing the diluted soap from a dispenser with air to create a foam comprises:
- (a) mixing the soap with air in a foam dispenser head to create a foam; and
 - (b) dispensing the foam via the foam dispenser head.
14. A method of dispensing a soap product, the method comprising:
- (a) providing a soap; and
 - (b) dispensing the soap from a dispenser with air to create a foam.
15. The method according to claim 14, wherein the step of dispensing the soap from a dispenser with air to create a foam comprises:
- (a) mixing the soap with air in a foam dispenser head to create a foam; and
 - (b) dispensing the foam via the foam dispenser head.